

RICHARD TRIEBER- FOUNDER/ PRESIDENT



Richard Trieber, the visionary behind Global Loyalty X-Change (GLX), is responsible for guiding the design and development of a next generation global platform similar to that of the current debit and credit card rails. Coined by the founders as the “3rd Rail”, the platform provides a value-based engine that can manage transactions to suit a number of economic and humanitarian models. This Platform, GeN “X-2” can instantly and specifically add measurable value to any electronic transaction worldwide. Transactions that are based on precise program criteria and the moment in time the program cardholder initiates the transaction.

Richard and his team of loyal followers have watched over and guided the evolution of GLX’s business model, witnessing the transformation of communications and related technologies and in the process seen first hand, an industry grow up over the past fourteen years. Global Loyalty finds itself in a market space less traveled by others. GLX has designed the GeN “X-2” Platform and device modules to enable value applications and associated program models that can be adapted and interchanged to react to the exact requirements of any of their Program models. In a proprietary environment the software includes a variety of users interfaces allow for instant revisions to programs parameters as market conditions and business cycles fluctuate. Global Loyalty has developed a unique “value chain model” to accommodate transaction based revenue sharing whereby every program partner is rewarded for their **individual** participation.

GLX has spent the last four years designing technologies that they believe will become the next generation of how electronic transactions are initiated and value is delivered. The GeN “X-2” Platform, having global reach, has been developed to support real-time loyalty, stored value, gift card and enhanced electronic benefits transfer (EEBT) applications combined with standard credit and debit transactions in ways that are not currently available. Reacting to changes in its industry and the requirements of its program partners, GLX is constantly refining and updating its Platform in order to instantaneously respond to conditions as business, social and economic cycles occur.

Richard has conceptualized and overseen the implementation of two successful (1st of their type), pilot programs in Canada in the capacity of founder and president of his former company. **On Campus Rewards** a college loyalty program is in its 3rd year of operation. His experiences over the last twelve years have gained him a unique insight and perspective to the electronic transaction industry as he has developed strong relationships and technological expertise. Richard has traveled over 4 million miles in several countries acquiring his education and has attended senior level meetings with several Fortune 100 Companies.

Richard, considered by his peers as an industry luminary, has successfully managed the implementation of a variety of CRM programs and has helped to develop the relationships with the required strategic partners including international ISO’s, VAR’s, Processors and contractors. These programs became the operation pilots, allowing GLX to combine its bricks and mortar applications and seamlessly integrate them with permission based internet applications, providing online transactions and content, greatly increasing the value of its offering.

His other pilot program in Vancouver, **Dine One Rewards** with over 250 merchants resulted in proof of business concept that the instant redemption of points and immediate point of sale discounts and capture of transactional information could evolve into a solid business and financial model. Its predecessor program Vancouver Express and Lifestyles, (a flashcard model) grew from

900 to 2400 participating merchants within three years and enjoyed an 80% plus annual renewal rate. His first company Vancouver Express was profitable in its 1st year of operation.

Vancouver Express Directory, a loyalty publishing company, pioneered and implemented some of the most innovative "private label" affinity loyalty and stored value programs available. Vancouver Express in its anniversary edition signed up over 600 participating merchants who benefited through increased traffic by having their advertisements and consumer offers put into over 100,000 private label directories. The company's private-label clients included telecommunications providers, 2 professional sports teams (Vancouver Canucks and Grizzly's), the Fitness World Chain, Ticket Master, Molson Indy and together successfully launched directories (French and English) in five Canadian Provinces. The merchant directories included editorial, articles, lifestyle content and recipes from its restaurants. Vancouver Express was started with a five thousand dollar investment, which he had received from Smokey Robinson (a partial refund from a concert he performed); the Company became self-funding and later became the foundation for Dine One Rewards and now GLX.

Richard has great public speaking skills and has spoken at several industry conferences and trade shows. His depth of knowledge of his industry and supporting technologies is un-matched, gaining insight into the banking industry, including credit/debit card issuers, merchant acquirers/processors, electronic cash registers and countertop terminal systems and networks. Richard has also had the opportunity to work directly with many marketing, advertising and media companies that have assisted GLX in the marketing and sponsoring of its programs. Richard has set a high personal standard for his company and his business philosophies and ethics combined with his charisma and presence has inspired many loyal followers. Richard hopes that soon he will be able to devote a considerable amount of his time to the Services for Humanity Division of GLX and has an inspired vision of how his breadth of experience and the GeN "X-2" Platform will lend itself to helping many people suffering in communities and countries around the world.

Richard has also acted as the executive producer and manager of Rheem Theater in Moraga, California. His group took over an art deco 1950's theater and transformed it into a 1200-seat Las Vegas style entertainment venue. He attracted major acts such as Smokey Robinson, Tony Bennett, James Brown, George Carlin, and Jonny Cash, his group produced and staged well over 100 musical and theatrical events. Before entering into the theatre world, Mr. Trieber successfully developed, set-up and launched and eventually sold four of his own retail clothing stores, he assisted in growing his father's company from 2 stores to 14 store outlets, and he opened seven stores throughout South Florida for the Limited Stores. He oversaw all aspects from searching out locations to developing the launch strategies in the local markets.

Throughout his 22 year entrepreneurial career Richard has acted and overseen all aspects of his business, including holding positions of CEO, President, Founder, Chairman, VP of Marketing, COO and head of International Sales. However he feels that while his experience is unparalleled in his industry, the future success of Global Loyalty X-Change will depend on his ability to inspire and lead the team of professionals that without them, could not have made it this far. Richard has two sons Robert Conrad III, (Robby) 10 and Richard Robert Jr., (RJ) 13.

